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OUR Nursery is a highly specialized organization, concentrated on the creation of Beautiful Home Grounds.

As our chief merchandizing feature we maintain a skilled Designing and Advisory Service which is extended to prospective customers within reasonable distance. We maintain it, without charge, in place of other merchandizing methods that would be equally costly and benefit the customer less.

Growing schedules at our Nursery are based directly on the requirements of Modern Landscape Service. We raise our own materials, in our own, proven way. We sell only such grades as will help create the Plant Pictures we are expected to paint. The highest quality is none too good for what our customers demand:—Beautiful Plant Pictures. That's what the modern Home Owner means when he says planting.

There is no room with us for such grades of stock as are attractive chiefly for low prices. Such things may tempt a buyer here and there, but they will never tempt the passerby to pause and enjoy the planted Scene. Such grades represent an entirely different phase of the Nursery Business, which does not fit the needs of modern Home Landscapes any more than cheap, coarse earthenware fits the purposes of entertaining.

Does not every Home Owner constantly entertain the Community? Are we not all judged every day by the appearance of our Homes? Will the cheap earthenware do? Does not charm belong to the finer ware, well used? Shall we forego charm for the sake of a little smaller outlay? Which shall we have about the Home,—Beauty or the Bargain Sign? Which returns the greater profit, in charm, in enjoyment and—in real estate value?

While we caution against the Bargain Sign,—remember that there's no waste in buying our high-grade materials. We invite intelligent comparison of our price lists with those of reputable firms elsewhere.

Charm is the coveted reward of good Planting. If you would achieve it, you must have three things:—Skilled Design,—High-grade Materials and Good Plantsmanship.

We offer these three elements, combined into one convenient, prompt and smooth Service. Whatever the outlay, such service will turn it into a profitable investment.

TWENTY years ago one who set out to buy an automobile bought his money's worth of locomotion. That was the standard of money's worth at the time.

But the world progresses and each new day demands more. Today when we buy an automobile we no longer buy transportation. That and Safety and Speed we take for granted. We look for ease, enjoyment, for comfort, for Beauty of Design. These are the demands of the day.

Likewise in planting, one no longer buys the bare necessities of protection from sun and wind. The present day demands that the necessities be provided in Good Design,—in a Beautiful Style.

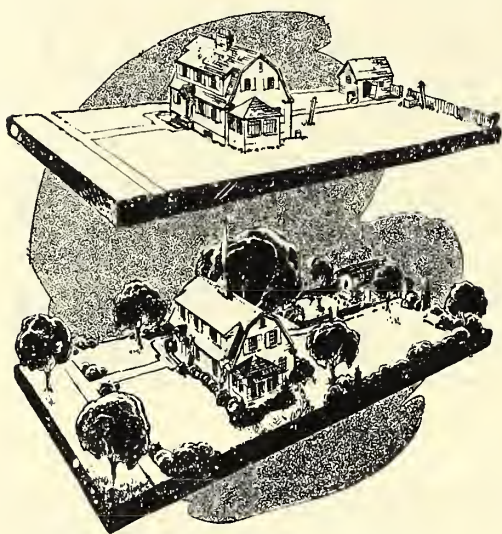
What we want today is not so much Arborvitae or Hydrangeas, but Pictures, made with trees and plants. We want impressions of foliage and flowers,—related to our well-designed modern homes.

The Modern Planter measures results in Beauty,—not in money alone. He plants without stint,—without waste. He demands of the Nurseryman the utmost skill in Design and Plantsmanship and an inexhaustible variety of materials.

These requirements we are prepared to meet. Good Design, crack Plantsmanship and as large an assortment of the best Plants for these parts as can be found within a hundred miles from Poughkeepsie.



# GOOD PLANTING ADDS REAL ESTATE VALUE



*Which would you buy the more readily?  
Which could you sell the more advantageously?*

Therefore, if you desire your house to be salable readily and advantageously at any time you should desire to sell it,—provide that element of attraction. Provide that charm that comes from well-designed foliage effects. Do not stop when the builders are through. Call us in to complete the impression of your well-built house. It is not a matter of simply buying a few trees and setting them in a conventional order. It is a matter of skilled plantsmanship. Trees alone will not attract a buyer for the house. It is the beauty of trained design and plantsmanship.

Commercial real-estate folks know all about the investment value of good planting. They buy not only trees. They buy Beauty. They buy the best of design, the best of skill, the best of stock.

**T**HERE is no more enjoyable and convenient way to buy good trees and plants than to drive out to the Poughkeepsie Nursery Company and select what you want or inspect the things which our plantsmen may have recommended for your use.

For the last ten years we have been quietly and steadily raising a nursery full of the choicest of hardy plant materials. Our assortment is as large as you will find in a day's travel. It contains not only the old reliables, such as the familiar Arborvitae, Hemlock and Fir, but also the best of the late introductions. All those fine Evergreens one hears of as having been tried at the Arnold Arboretum may be found here. There are wonderful hybrid Yews. There is that sturdiest and best of all narrow, upright Evergreens,—the Column-shaped Chinese Juniper. You will find the little Japanese Fishtail Juniper—and ever so many of the latest and best introductions.

Among the ornamental Shrubs you will find those lovely berry-bearing Cotonestars, new chinese species of Barberry, the Holly-leaved Mahonia and all those newer shrubs you read about and envy in the Gardening Magazines.

If you find your delight in Hardy Perennial Plants,

—well, you will find at our Nursery one of the largest commercial collections in the United States. Many of the more popular kinds are grown in large quantities; many others in smaller numbers, merely for the convenience of fanciers and Rock-Garden enthusiasts.



*A Glimpse in our Rock Garden.  
Saponaria and Saxifraga Menabiana in bloom*



*The Holly-leaved Mahonia*

Many of these Hardy Plants are suited for Rock-Gardens. Hundreds of species are there, many of them not obtainable elsewhere. Our display Rock-Gardens are fast becoming a rendez-vous for enthusiasts in this line in the vicinity.

Visitors will find, indeed, a worth-while assortment of hardy ornamental plant materials, such as only real plantsmanship can produce. You will admit that our stock is of a degree of perfection that sets it apart from the cheap grades that are sometimes offered to the planting public as suitable for use in Home Landscaping. By all means, visit our Nursery.



*One of our Plant Pictures, Hooker Avenue, Poughkeepsie*

WHY is it that this matter of Front Planting has in late years become so much of an institution? Why does every Home Owner today pay so much attention to plant-effects about the Home?

This is the answer:—Suburban Architecture has in late years risen from the level of mere construction to that of a Fine Art. This Fine Art has not come only to give us something,—the enjoyment of Good Design,—but it has come also to demand its due from us. It has come to demonstrate the affinity between good Structural and good Landscape Design.

It has become apparent that the well-designed modern House is extremely sensitive to association with trees and plants. The more perfect of Design, the more delicate its relation to nearby plant effects. It suffers from unsuitable companionship and gains with congenial association. It partakes of the nature of surrounding groupings of greens,—either to its advantage or disadvantage. It is not a complete unit,—its full artistic stature is not attained without its proper complement of verdure.

It has come to light that when a well-designed House is graced with its proper complement of Foliage, there results a third artistic element of Beauty, of Charm, which is neither House nor Greens. This is simply a fortunate and practical benefit which the present day reaps out of the age-old, classic principle of Architectural Planting.

Here, in a nutshell, we have the whole meaning of the subject one hears of nowadays as Architectural Planting, or, less properly, as Foundation Planting.

The best of Modern Architectural Planting is seen where the principle back of it is best understood. But like other fine, artistic principles, it is not always understood and then the result is a lifeless, conventional, stereotype manner of planting which does not breathe the Beauty and Charm that come from true artistic understanding.

The problem in every instance is this:—Find the proper complement, the proper completion of the impression the Home is intended to make. Let it be the complement of the Home, rather than of the House, furnished with trees and plants. Let the planting reflect Good Design not only

in its purely decorative sense. Let it reflect the Human Element,—your personal preferences as well,—your own dreams of your own Home.

Then suit the mental picture to the practicabilities,—to such limitations as are imposed by soil conditions, shade and exposure.

These considerations, together, are the makings of Good Planting.

**The only weatherproof Plant Label is the Bargain Tag.  
—It never fades.**

THROUGH much of our Gardening Literature runs a haunting, melancholy strain of yearning for the flowery Cottage Gardens across the Sea. A sort of “Carry me back” refrain.—“If we on this side are to acquire anything like adequate Planting Manners, we must find our pattern in the Dooryards of Europe.” The old strain then goes into a short and effective stock-taking of our horticultural standards and ends in a melodious adaptation of Mene, Mene, Tekel, Upharsin.

Now, it would not hurt to apply more of an indigenous standard of judgment to our institutional American manner of Planting.

If a comparison is at all possible between Suburban Planting Manners here and over there, it probably must fall out this way:—that the European slant at Planting the Home Grounds is largely the Horticultural;—admirably and enviably so, while the American slant is primarily the Architectural;—significantly and enviably so. Allowing for plenty of exceptions, that is probably the most fundamental difference between, say, English and American suburban Planting Manners.

The English manner implies a more intimate, individual contact with plants and flowers,—a more deliberate sort of enjoyment. Our manner bespeaks a less personal contact,—enjoyment of a less deliberate, more pictorial nature. It contains somewhat less of privacy and somewhat more of public spirit. The English manner is intimate,—the more purely moral. Ours is rather conservative, somewhat more dignified, somewhat more conventional and, being closely wound up with House-Design, it bespeaks our interest in real-estate value, which is an exceedingly honest and commendable element in the gardening habits of a business people.

Undoubtedly the Ideal Planting Manner combines appreciation of both the Horticultural and the Architectural motive. Trees and Plants, both for their own and for the House's sake. Thus far, the English Suburbanite appreciates them somewhat exclusively for their own sake and the American somewhat exclusively for the House's.

Which of the two ideas holds the greater promise of Ideal Planting Manners, no one can guess. The Makings seem to be distributed equally.

**The most dignified Appellation in Nursery and  
Landscape Heraldry is that of PLANTSMAN**

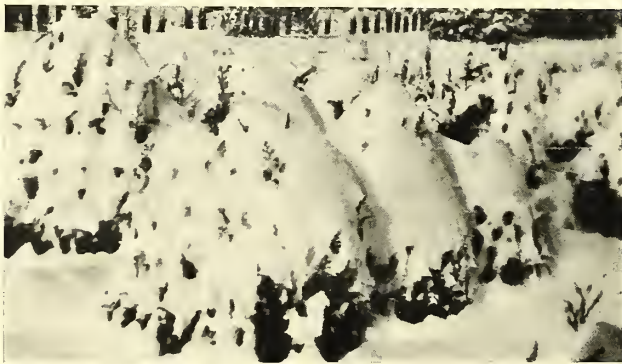
THE best way to go about Planting for the new Home is this. Conclude for yourself what plant-effects will best become the house. Try to visualize the picture that is to complete the impression of your Home. Close your eyes to all conventional planting schemes. Disregard for the moment all practicabilities.

Then try to put your conclusions on paper. Draw a rough outline of the House-front, no matter how crudely. Mark on it the outline of the masses and accents you desire to establish with foliage.

After you have done that, if you are a more or less skilled gardener, you will be able to adapt that picture to the practical considerations of soil conditions, shade and exposure. You may have to alter the original picture somewhat, but that should be done if it cannot be helped. Then visit our Nursery and observe that the picture may be created with materials varying in color and texture of foliage. We shall be glad to recommend such things as may best suit your particular purposes. It is then simply a matter of buying the materials from us and having us plant them for you.

If you do not trust your own practical skill in planting matters, then, after you have visualized the picture of your planted Home,—we shall be glad to translate it for you into terms of practical planting. That may also involve certain radical changes in your original plan, but it would not do for us to recommend anything which we do not think has a chance to succeed. We will take upon us to work the picture out in detail and to create it for you with the most suitable plant materials.

If you feel that you cannot quite visualize the best setting for the House,—then just call Poughkeepsie 663 and we shall be glad to work out the Design with you or for you. Sometimes that means the preparation of a much-studied diagram;—sometimes one or two simple suggestions will be all that is required.



THIS illustration shows how our Cypress trees (Retinosporas) stand up under the weight of snow. Only repeated shearing will produce Cypress that does not fall apart under the hardships of winter.

Our Cypresses are so densely grown that you cannot spread them if you try. The snow covers them like a jacket, but it does not hurt them.

It takes years to grow them that way, but it always pays to buy them that way.

Whatever type or degree of Landscape Help is required we are prepared to furnish free of charge. With the understanding, naturally, that where our service is used we shall have a fair chance to do the work and furnish the materials.

Remember that no lasting results are possible in Planting without expert skill in the selection of materials. If your House faces North, you will not be able to use the same materials as are used across the street in South exposures. Shade and soil-conditions must make a difference in the selection of stock.

## Odds and Ends of Planting Hints

WHEN you select Shrubs, either for use about the House or in the Borders or Screens, do not select them only with a view to their flowers. Many Shrubs are attractive only for their flowers, which last but a short season. Others are desirable chiefly for their foliage, which lasts all summer. And there are many kinds that bear attractive berries or fruit as well as pretty flowers. Others again are worth planting for their fall coloring. Many combine this last quality with good blossom or attractive berries. Be sure to select as many as practicable of these "double duty" Shrubs. Some of them are: Flowering Dogwood, Bush Honeysuckle, many of the Snowballs, Cotoneasters, Euonymus. And countless others.

Mountain Ash is one of the prettiest and most useful trees for small lawns. Everybody just loves the big clusters of scarlet berries that weigh down the branches in summer. We have them in all sizes, from babies up to trees with stems 2½ inches thick.

Ground-cover Plants are a beautiful feature in groupings of all kinds. They seem to tie the individual plants together. And, incidentally, they keep the ground cool and they keep the weeds down.

There are numerous plants that serve this purpose well. For poor, shallow soils there are none better than the creeping Sedums. Especially the deep green Sedum album makes a fine ground-cover between Evergreens. It should be used more than it is. It blooms in mid-summer, covering itself with a blanket of white. Let us show you the different types of Sedum that will help solve the problem of ground-covering in poor soils.

Japanese Yews are the coming Evergreens for the Home Landscape. While they prefer open locations, they get along better in partial shade than any other narrow-leaved Evergreens. There are spreading types and upright growing, tree-forms. We have a wonderful lot of them. Also of the new upright-growing hybrid Yew known as Hicks' Yew. We have thousands of Japanese Yews in different stages of development.



Members of the  
National Planting Bureau